

**PM-USA PRICE REALIZATION
PER 1000 CIGARETTES**

	<u>1993 - 1994</u>		<u>1992 - 1993</u>		<u>1991 - 1992</u>		<u>1990 - 1991</u>	
	<u>CHANGE IN PRICE</u>	<u>CHANGE IN NET CONTRIB</u>	<u>CHANGE IN PRICE</u>	<u>CHANGE IN NET CONTRIB</u>	<u>CHANGE IN PRICE</u>	<u>CHANGE IN NET CONTRIB</u>	<u>CHANGE IN PRICE</u>	<u>CHANGE IN NET CONTRIB</u>
MARLBORO	(\$6.73)	\$2.32	(\$3.98)	(\$14.71)	\$6.05	\$5.11	\$6.57	\$2.96
PREMIUM	(6.69)	(4.73)	(2.31)	(5.12)	5.62	2.31	6.82	6.85
BRANDED DISC	(2.91)	1.74	(4.85)	2.17	2.00	(3.15)	9.19	10.22
SUBGENERICS	N/A	N/A	N/A	N/A	7.58	(1.43)	10.85	7.94
DEEP DISCOUNT	<u>5.59</u>	<u>3.53</u>	<u>6.77</u>	<u>2.91</u>	<u>0.38</u>	<u>(1.27)</u>	<u>5.24</u>	<u>4.25</u>
TOTAL PM-USA	(\$3.88)	\$1.70	(\$3.53)	(\$10.56)	\$3.61	\$2.27	\$5.50	\$2.89

*... and the 1st
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... 4th floor*

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